



Little Remedies Products Introduces 'Baby on the Move!' Travel Kit; Compact Kit Combines the Most Trusted Baby Relief Essentials

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IRVINGTON, N.Y.--(BUSINESS WIRE)--June 13, 2005--Prestige Brands Holdings, Inc. (NYSE:PBH), a consumer products company with a diversified portfolio of well-recognized brands, and producer of Little Remedies Products, today introduced Little Remedies "Baby On the Move!", a travel-size multi-product kit that includes everything a parent needs for their baby while away from home.

The Little Remedies "Baby On The Move!" travel kit has been designed to fit easily into a diaper bag, the back of the child's stroller, or in a handbag. Priced at \$9.99, this new product will give parents on the go ready access to remedies for the most common infant ailments. The kit includes:

- Little Noses Saline & Nasal Aspirator - the two most widely recommended products to relieve nasal congestion in newborns and infants
- Little Tummys Gas Relief Drops - offering safe and quick relief of gas pain without sugar, alcohol, saccharin or dyes
- Little Bottoms Spray - an easy to apply spray with a natural fresh scent that seals out wetness and protects against diaper rash
- Little Teethers Gel and Teething Ring - safely and gently works in seconds to soothe sore gums due to teething

Michael Fink, Senior Vice President of Marketing, said, "Parents have told us that when traveling with their babies, they often make compromises in order to increase convenience and portability. To address that, Little Remedies has developed the compact 'Baby on the Move!' kit that ensures the new parent has everything they need to provide relief from the most common sources of babies' discomfort. The Little Remedies 'Baby On the Move!' kit meets the needs of parents who are on-the-go and offers the most trusted products to keep babies happy and comfortable."

The Little Remedies "Baby On the Move!" Kit is expected to ship to retailers in August 2005, and complements the current Little Remedies Products line, which includes a full range of products designed specifically for babies including Little Colds Multi-Symptom, Little Tummys Laxative, and Little Noses Stuffly Nose Kit.

About Little Remedies

Little Remedies provide parents with the most effective products possible to support the health and well-being of their child. All Little Remedies Products avoid the use of unnecessary additives - such as alcohol, saccharin, pseudoephedrine, artificial flavors or coloring dyes - helping to eliminate side effects and concerns. For more information about Little Remedies Products, visit <http://www.littleremedies.com>.

About Prestige Brands Holdings

Prestige Brands Holdings is a marketer and distributor of brand name over-the-counter drug, personal care and household cleaning products sold throughout the United States and Canada. Key brands include Compound W(R) wart remover, Chloraseptic(R) sore-throat relief products, New-Skin(R) liquid bandage, Clear eyes(R) and Murine(R) eye and care products, Little Remedies(R) pediatric over-the-counter healthcare products, Cutex(R) nail polish remover, Comet(R) and Spic & Span(R) household cleaner and several other well-recognized brands. Prestige Brands is headquartered in Irvington, New York.

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